



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

10/718,111

11/20/2003

Venkataram Srinivasan

111855.00008

9894

26707 7590 11/24/2008  
QUARLES & BRADY LLP  
RENAISSANCE ONE  
TWO NORTH CENTRAL AVENUE  
PHOENIX, AZ 85004-2391

EXAMINER

ADE, OGER GARCIA

ART UNIT

PAPER NUMBER

3687

MAIL DATE

DELIVERY MODE

11/24/2008

PAPER

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	<b>Application No.</b> 10/718,111	<b>Applicant(s)</b> SRINIVASAN ET AL.	
	<b>Examiner</b> GARCIA ADE	<b>Art Unit</b> 3687	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

### Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

### Status

- 1) ☒ Responsive to communication(s) filed on 23 July 2008.
- 2a) ☒ This action is **FINAL**.                      2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

### Disposition of Claims

- 4) ☒ Claim(s) 1-3,5-10 and 14-31 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-3,5-10 and 14-31 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

### Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

### Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All    b) ☐ Some \*    c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

### Attachment(s)

- |  |   |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892)                                | 4) <input type="checkbox"/> Interview Summary (PTO-413)<br>Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)                       | 5) <input type="checkbox"/> Notice of Informal Patent Application                       |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08)<br>Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____  |

**DETAILED ACTION**

***Response to Amendment***

1. The amendment filed on 07/23/2008 has been considered. Applicants amended claims 1, 10, 14, 15, 18-20, 27, and cancelled claims 4, and 11-13.

***Claim Rejections - 35 USC § 103***

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. The factual inquiries set forth in *Graham v. John Deere Co.*, 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:

1. Determining the scope and contents of the prior art.
2. Ascertaining the differences between the prior art and the claims at issue.
3. Resolving the level of ordinary skill in the pertinent art.
4. Considering objective evidence present in the application indicating obviousness or nonobviousness.

Art Unit: 3687

4. Claims 1-31 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hoffman [US 2003/0074264 A1], in view of U-Haul (copyright 2001, U-Haul International Inc., and further in view of Mahnken et al. [US 2004/0030640].

**As per claims 1, 5, 6, 9, 10, 15, 19, 20-22, 26, 27-29, and 31**, Hoffman discloses:

a method of marketing products and services through an independent dealer [as illustrated in figure 41 (e.g. **block 4136**), and see paragraph 395], comprising: providing information on a central database related to an inventory of products and services available through a moving and storage company [as illustrated in figure 1B, read as: **data warehouse** (e.g. block 112), and also illustrated in figure 112 (e.g. block 1120B)]; and

providing access through a website for an independent dealer to review the information related to the inventory of products and services [as illustrated in figure 49, and see paragraph 60], the website providing an interface for the independent dealer to rent, lease, and sell a product or a service stored on the central database [as illustrated in figure 81].

Hoffman discloses all elements per claims as explained above. Hoffman does not explicitly disclose: the products including a plurality of trucks, rental equipment and storage units made available by the moving and storage company, the services including house cleaning, moving help, and insurance, the information related to the inventory of products and services including descriptions and pictures of the products and services; receiving a rental equipment request from a customer, the rental

Art Unit: 3687

equipment request including a pick-up location, pick-up time, drop-off location, drop-off time, insurance information and type of rental, the type of rental consisting of a one-way or roundtrip rental; selecting rental equipment from the inventory of products and services according to the rental equipment request, the rental equipment including a truck, trailer, or tow-dolly; and selecting a storage unit from the inventory of products and services according to customer selection criteria, the customer selection criteria including a size, maximum distance from a preferred location, move-in date, move-out date, and climate control preference.

However, U-Haul discloses a method of marketing products and services comprising:

a plurality of trucks, rental equipment and storage units made available by the moving and storage company, the services including house cleaning, moving help, and insurance, the information related to the inventory of products and services including descriptions and pictures of the products and services; receiving a rental equipment request from a customer, the rental equipment request including a pick-up location, pick-up time, drop-off location, drop-off time, insurance information and type of rental, the type of rental consisting of a one-way or roundtrip rental [see U-Haul web page (***your online moving and storage resource Product and services***)]; and

selecting rental equipment from the inventory of products and services according to the rental equipment request, the rental equipment including a truck, trailer, or tow-dolly [see U-Haul web page (e.g. ***which equipment is right for you***)]; and selecting a storage unit from the inventory of products and services according to customer selection

Art Unit: 3687

criteria [see U-Haul web page (***storage made easy***)], the customer selection criteria including a size [read as: ***recommended truck size based on the customer data submitted*** (e.g. room size)], maximum distance from a preferred location, move-in date, move-out date, and climate control preference [ read as: ***a user selecting the number of rooms and the approximate square footage to be moved***].

Therefore, from the teaching of U-Haul, it would have been obvious to one of ordinary skill in the art at the time the invention was made to modify Hoffman in order to include U-Haul data including a listing of a number of rooms to be moved and retrieving an estimate as taught by U-Haul online moving and storage resource in order to provide an efficient manner as to which a user may plan a move.

The above combination does not explicitly disclose completing a transaction for leasing the storage unit and the rental equipment, and receiving portions of a payment made by the customer as part of the transaction for leasing the storage unit and the rental equipment.

However, Mahnken discloses completing a transaction for leasing the storage unit and the rental equipment, and receiving portions of a payment made by the customer [see at least the abstract, and paragraph 8] as part of the transaction for leasing the storage unit and the rental equipment [see paragraph 5, step 250 in paragraph 101].

Therefore it would have been obvious to a person having ordinary skill in the art at the time the invention was made to modify the above combination to include Mahnken's transaction process for leasing storage. Such a modification would provide a

Art Unit: 3687

system and method for executing a lease agreement over a computer network [see summary of the invention].

**As per claims 2, 3, 16, 17, 23, 24, and 30**, Hoffman discloses the dealer accesses the information related to the inventory of products and services through a first computer system [as illustrated in figure 44, and see paragraph 412 (e.g. **a plurality of computers**)].

**As per claims 7, 14, 18, and 25**, Hoffman discloses the step of providing access through a website for an independent dealer includes the step of searching the central database for the storage unit which matches criteria given by the customer [as illustrated in figure 159 (e.g. **search button**)].

**As per claims 8**, Hoffman discloses the inventory of products and services includes products and services from related companies [as illustrated in figure 62, and see paragraph 628 (e.g. **a network is utilized in operation 6232 to receive data from at least one store of a supply chain that relates to the sale of goods by the at least one store**)].

### ***Response to Arguments***

5. Applicant's arguments with respect to claims 1-3, 5-10, 14-31 have been considered but are moot in view of the new ground(s) of rejection.

***Conclusion***

6. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to GARCIA ADE whose telephone number is (571)272-5586. The examiner can normally be reached on M-F 8:30AM - 5PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Matthew S. Gart can be reached on 571.272.3955. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.



Art Unit: 3687

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Matthew S Gart/  
Supervisory Patent Examiner, Art Unit 3687

Garcia Ade  
Examiner  
Art Unit 3687

ga